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1 **SECTION 5. Limitation on signage.** A business or nonresidential use with a year-round
2 promotional sign shall not be allowed to install a temporary promotional sign at the same time.

3 **SECTION 6. Sign Type.** Year-round promotional signs shall be limited only to banners,
4 commercial flags, or portable signs, as those terms are defined in the Sign Ordinance.

5 **SECTION 7. Timing.** Year-round promotional signs shall be displayed only during the
6 normal hours of operation of the business or nonresidential use and removed on a daily basis
7 when the business or nonresidential use ceases operation for that day.

8 **SECTION 8. Location.** Year-round promotional signs shall be limited to locations
9 within twenty-five (25) feet of the front entrance of the building/tenant space that corresponds to
10 the sign.

11 **SECTION 9. Obstruction.** Year-round promotional signs shall not obstruct required
12 paths, driveways, crosswalks, walkways for pedestrians and vehicles and views of vehicular
13 traffic, including sight distances for vehicular traffic at corners.

14 **SECTION 10. Maintenance.** Year-round promotional signs shall be maintained in good
15 condition and free of tattering or tearing.

16 **SECTION 11. Appearance.** Year-round promotional signs shall be professionally
17 fabricated or have the appearance of a professionally made sign and shall not detract from the
18 appearance of the building and/or site as determined by the Director.

19 **SECTION 12. Illumination.** Year-round promotional signs shall not be illuminated by
20 lighting exclusively designed for the year-round promotional sign.

21 **SECTION 13. Encroachment.** Year-round promotional signs shall not be attached to
22 utility poles, traffic signal, utility cabinets and street sign posts or encroach on or above the public
23 right-of-way. Notwithstanding the foregoing, portable signs may be placed in the public right-of-
24 way when a building is built to the property line and there is no space between the building and
25 the public right-of-way to place the portable sign. In the event that there is no space between the
26 building and the public right-of-way to place the portable sign, a portable sign may only be placed
27 in the public right-of-way after review by the Public Works Director and his/her issuance of an
28 encroachment permit; provided, however, that the requirements of the Public Works Department
are complied with including, but not limited to, the requirement that the sight distance of
vehicular traffic is not impeded by the portable sign.

SECTION 14. Design Standards for Portable Signs. Portable signs shall also be subject
to the following:

- a. The sign face and frames of portable signs shall consist of durable rigid materials.
- b. The use of paper or cardboard shall be prohibited except as changeable copy within a framed area and fastened to a sign face consisting of a durable rigid material deemed acceptable by the Director.
- c. Portable signs shall have a height between three (3) and four (4) feet and a maximum area of six (6) square feet per face (maximum of two faces).
- d. Portable signs shall not have attachments to them, such as balloons, streamers, lights, or other attention-getting devices, or banners or posters outside the defined framed area.

1 e. Portable signs shall contain, not necessarily on the sign face, the name and phone
2 number of the business or other nonresidential use and owner of the sign in order to facilitate
3 contact of the owner if the sign is retrieved.

4 f. Portable signs shall be placed in a manner that does not impede safety to the public
5 or create a public nuisance.

6 **SECTION 15. Application.** This Year-Round Promotional Sign Ordinance shall be
7 applicable City-wide to all properties within the City of Colton including those located within
8 planned communities and specific plans, pursuant to Section 18.32.050 and Section 18.34.070 of
9 the Colton Municipal Code stating that regulations contained in the Municipal Code but not
10 specifically outlined on separate plans shall be applicable to properties within those plans.

11 **SECTION 16. CEQA.** Due to the limited scale and transitory nature of year-round
12 promotional signs, the City Council hereby finds that there is no possibility that the Year-Round
13 Promotional Sign Ordinance may have a significant adverse effect on the environment.
14 Therefore, the adoption of the Year-Round Promotional Sign Ordinance is exempt from the
15 requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15061
16 (b)(3) of the CEQA Guidelines.

17 **SECTION 17. Invalidity.** If any sentence, clause or phrase of this Year-Round
18 Promotional Sign Ordinance is for any reason held to be unconstitutional or otherwise invalid,
19 such decisions shall not affect the validity of the remaining provisions of this Ordinance.

20 **SECTION 18. Effective Date.** This Year-Round Promotional Sign Ordinance shall
21 become effective thirty (30) days after its adoption in accordance with the provisions of
22 California law ("Effective Date"). This Ordinance shall be in full force and effect for one (1)
23 year following the Effective Date of its adoption, at which time its terms and provisions shall
24 expire and no longer remain in effect.

25 **SECTION 19. Certification/Publication.** The City Clerk shall certify to the passage of
26 this Year-Round Promotional Sign Ordinance and cause the same or a summary thereof to be
27 published within fifteen (15) days after adoption in the San Bernardino County Sun, a newspaper
28 published and circulated in the City of Colton.

PASSED, APPROVED AND ADOPTED this 18th day of October, 2011.


SARAH S. ZAMORA
Mayor

ATTEST:


EILEEN C. GOMEZ, CMC
City Clerk

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